

SCORE®

COUNSELORS TO AMERICA'S SMALL BUSINESS

Business Seminars

**January, February, March
2004**

How to Start a Successful New Business	01/16/04	9:30am-4:00pm	SBA Georgia District Office
How to Create A Winning Business Plan	01/20/04	10:00am-1:00pm	SBA Georgia District Office
How to Get Started in Import/Export	01/23/04	10:00am-1:00pm	SBA Georgia District Office
NEW! Purchasing and Using Computers in Your Business to Save you Money	01/26/04	1:00pm-3:30pm	SBA Georgia District Office
How to Create A Winning Business Plan	02/17/04	7:00pm-10:00pm	American Red Cross Center
How to Start a Successful New Business	02/18/04	9:30am-4:00pm	SBA Georgia District Office
Financing Small Business	02/24/04	10:30am-12:30pm	SBA Georgia District Office
How to Create A Winning Business Plan	03/16/04	10:00am-1:00pm	SBA Georgia District Office
How to Start a Successful New Business	03/17/04	9:30am-4:00pm	SBA Georgia District Office
Financing Small Business	03/30/04	10:30am-12:30pm	SBA Georgia District Office

Atlanta Chapter of SCORE
<http://www.scoreatlanta.org>
(404) 331-0121



**From first idea...
to first dollar,
SCORE can show you how
to succeed in business.**



SCORE®

How To Start A Successful New Business

Essential Information To Help You Succeed

*Take the Pathway to Success
By Learning from SCORE Professionals*



- From first idea to first dollar, business development case studies will outline the right way to launch a business or tune up an existing one.
- Learn how to determine how much money is needed to open a business and sustain it over the startup period.
- Initial marketing concepts to full scale plans will be explored, with a focus on how to mount cost-effective promotions that result in profitability.
- Understanding basic business legal issues and government requirements as well as a review of steps needed to protect your interests.

This seminar covers the finance, legal, marketing, accounting and insurance aspects of starting a business. The information is presented in a lecture format with time allocated for questions and answers.

Instructors:

"Financial Aspects of Starting a Business" — Mike Rose, *Attorney at Law, Business Broker*

"Legal Aspects of Starting a Business"—Jeff Cohen, *Attorney at Law* or Robert McNeese Jr., *Attorney at Law, former Chief Judge,*

"What You Need to Know About Accounting and Taxes" — Ron Farmer, *Atlanta CPA* or Floyd Green, *Atlanta CPA*

"Marketing Fundamentals" — Robert M. Campbell or Steve Nelson, *Marketing and Sales Managers (retired)*

Friday	01/16/04	9:30am–4:00pm	SBA Georgia District Office
Wednesday	02/18/04	9:30am–4:00pm	SBA Georgia District Office
Wednesday	03/17/04	9:30am–4:00pm	SBA Georgia District Office

233 Peachtree St., 1900 Harris Tower (Peachtree Center) (404) 331-0121

Fee: \$55 (pre-registered) or \$65 at the door

**Register for SCORE seminars at
www.scoreatlanta.org
or call (404) 331-0121**

SCORE®

How To Create A Winning Business Plan



Essential Information for Entrepreneurs & Small Business Owners *How to Develop a plan to succeed in a competitive marketplace and attract investment capital.*

- Learn what is at the heart of a winning business plan.
- Find out how to focus your thoughts into a convincing business case.
- Make your business plan stand out from the crowd.
- Understand how to maximize value creation and win against the competition.
- Package your thoughts in a cohesive, well-organized document.

This Seminar Will Help You:

- Identify your target customer
- Develop and refine your value proposition
- Research your market to support your business case
- Understand where to focus your energies
- Develop a financial plan

Instructor:

Arthur Druckenmiller, 30 years in industry, government and non-profit; in positions of management, sales, operations, information systems, and strategic planning.

SAME SEMINAR — TWO CONVENIENT LOCATIONS

Tuesday	01/20/2004	10:00am - 1:00pm	SBA Georgia District Office
Tuesday	02/17/2004	7:00pm - 10:00pm	American Red Cross Center
Tuesday	03/16/2004	10:00am - 1:00pm	SBA Georgia District Office

**SBA Georgia District Office, 233 Peachtree St., 1900 Harris Tower, Atlanta (P'tree Center)
American Red Cross Center, 1925 Monroe Drive (Off I-85) 2nd Fl. Conference Room**

Fee: \$40 (pre-registered) or \$50 at the door

REGISTER AT www.scoreatlanta.org or 404.331.0121

SCORE®

How To Get Started in Import/Export

ENTERING WORLD MARKETS



How Your Small Business Can Earn a
Share of this Expanding Profit
Opportunity

- Learn how to generate import/export profits
- Develop new revenues based on global product marketing
- How to find and negotiate with suppliers and buyers an ocean away
- Protecting your bottom line and how to ensure that you get paid
- Detailed information on the language and protocol of international business

Be Ready to Answer the Needs of World Business

Instructors:

*Job Dieleman and Rick Martin, international trade consultants with the
University of Georgia's Business Outreach Services.*

Friday 01/23/04 10:00am–1:00pm SBA Georgia District Office

233 Peachtree Street, 1900 Harris Tower, Atlanta (Peachtree Center)

Fee: \$40 (pre-registered) or \$50 at the door

Register at
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or call (404) 331-0121



SCORE®



Purchasing and Using Computers in Your Business to Save Money



Purchasing the proper computer technology for your small business can save you money and knowing how to get the most from your computer systems can save you time. This seminar focuses on helping you understand technology appropriate for small businesses and is presented by an expert in the field.

You will learn:

- What to look for in computers for your business
- How to determine the best use of networks for your business
- How to buy computer technology appropriate for your needs at the best price
- How to maintain your computer systems without allowing them to dominate your business time
- How to make your computers operate at their fastest and most efficient
- How to back up your data by the most inexpensive means

Instructor:

Eddie Hines, President of Kingdom Computers Consulting, Inc. — an A+ Certified Technician and member of the Computer Technology Industry Association with 11 years of ongoing training and experience.

Monday, January 26, 2004 1:00pm - 3:30pm

SBA Georgia District Office

233 Peachtree Street, 1900 Harris Tower, Atlanta (Peachtree Center)

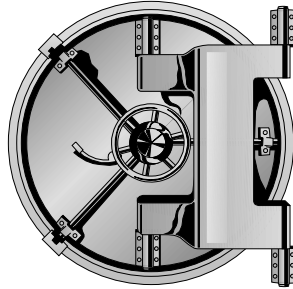
Fee: \$35 (pre-registered) or \$45 at the door
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Register at www.scoreatlanta.org or call 404-331-0121

SCORE®

Financing Small Business

The Path To A Lending Source



- How to secure funding for startups and ongoing businesses — with each monthly seminar modified to address specific interests and needs of pre-registered participants.
- The most effective way to obtain Small Business Administration (SBA) Guaranteed Loans, including a review of the bank decision and underwriting process.
- How loan and venture investor decisions are made — what crucial questions you must answer, including the importance of credit reports
- Business plan preparation review and discussion of what yours must contain to facilitate positive funding decisions.
- Tapping non-traditional funding sources including: Angel Investors, Seed Capital, Venture Capital, factoring, vendor and user financing, leasing, merchant banking.
- Case studies and actual step by step review presented — with interactive participation encouraged so participants obtain critical information, including contact lists of potential financing sources and SBA requirements.

A must for current and future small business owners!

Instructor: Steve Bloom, *U.S. Ventures LTD.*

Tuesday 02/24/04 10:30am–12:30pm SBA Georgia District Office
Tuesday 03/30/04 10:30am–12:30pm SBA Georgia District Office

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COUNSELORS TO AMERICA'S SMALL BUSINESS

SEMINAR REGISTRATION

SCORE People Have Done It. You Can Benefit From The Experience Of a Lifetime, Right Now.

Space is limited. Make your reservations today.

Name _____ Phone: () _____

Address _____

City _____ State _____ Zip _____

Seminar _____ Date _____ Fee _____

Seminar _____ Date _____ Fee _____

Seminar _____ Date _____ Fee _____

Total _____

Please make your check payable to: **SCORE Chapter 48**

Mail this form and your check to:

SCORE

**233 Peachtree St. NE, Harris Tower, Suite 1900,
Atlanta, GA 30303**

For more seminar information visit

<http://www.scoreatlanta.org>

or call (404)331-0121

SCORE. WE WANT YOU TO SUCCEED!